

Public Relations

A MANAGERIAL PERSPECTIVE

Danny Moss
Barbara DeSanto



Public Relations A Managerial Perspective

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Public Relations A Managerial Perspective:

Public Relations Danny Moss, Barbara DeSanto, 2011-12-15 Taking a managerial perspective this book explores public relations and its role in the wider organizational world Contributors explore a variety of contexts in which the relevance of understanding these two interlinking domains is so paramount such as corporate branding and reputation government relations and community communications as well as drawing on expertise of legal considerations and ethical awareness The effective management of public relations is crucial within any organization but a wider managerial awareness and support of its role is equally critical *Public Relations A Managerial Perspective* offers an original and vital discussion of these challenges for second and third year undergraduate and postgraduate students of public relations corporate communications and public affairs

The Public Relations Handbook Alison Theaker, 2020-10-26 The *Public Relations Handbook* 6th edition provides an engaging in depth exploration of the dynamic and ever evolving public relations industry Split into four parts exploring key conceptual themes in public relations the book offers an overview of topics including strategic public relations politics and the media media relations in the social media age strategic communication management public relations engagement in the not for profit sector activism and public relations and the effects of globalisation and technology on the field Featuring wide ranging contributions from key figures in the PR profession this new edition presents fresh views on corporate social responsibility public relations and politics corporate communication globalisation not for profit financial and public sector public relations The book also includes a discussion of key critical themes in public relations research and exploratory case studies of PR strategies in a variety of institutions including Extinction Rebellion Queen Margaret University Mettis Aerospace and Battersea Cats and Dogs Home Containing student friendly features including clear chapter aims analytical discussion questions and key further reading throughout the text The *Public Relations Handbook* is an ideal resource for students of public relations corporate and strategic communications and media studies

Public Relations Danny Moss, Barbara DeSanto, 2012-01-24 Taking a managerial perspective on the field of public relations this book explores PR and its role in the wider organizational world Contributors explore a variety of contexts in which the relevance of understanding these two interlinking domains is so paramount such as corporate branding and reputation government relations and community communications as well as drawing on expertise of legal considerations and ethical awareness The range of PR and corporate communications within any organization is critical and a managerial awareness of this is all the more important In providing a framework and examination of the issues *Public Relations A Managerial Perspective* offers an original and vital discussion

Handbook of Research on Narrative Advertising Yilmaz, Recep, 2019-06-28 Narration can be conceptualized as conveying two or more events or an event with a situation that are logically interrelated and take place over time and have a consistent topic The concept includes every storytelling text The advertisement is one of the text types that includes a story and the phenomenon conceptualized as advertising narration has gained new dimensions with the

widespread use of digital media The Handbook of Research on Narrative Advertising is an essential reference source that investigates fundamental marketing concepts and addresses the new dimensions of advertising with the universal use of digital media Featuring research on topics such as branding mobile marketing and consumer engagement business professionals copywriters students and practitioners will find this text useful in furthering their research exposure to evolutionary techniques in advertising Entertainment Values Stephen Harrington, 2017-08-14 This collection brings together the work of a range of scholars from around the world with different perspectives on one simple question How can we assess the value of various entertainment products and forms Entertainment is everywhere The industries that produce it earn billions of dollars each year and employ hundreds of thousands of people Its pervasiveness means almost everyone has something to say about entertainment too whether it be our opinion on the latest Hollywood blockbuster a new celebrity couple or our concerns over its place in the world of politics And yet in spite of its significance entertainment has too often been dismissed with surprising ease within the academy as a mindless lowbrow even dangerous form of culture and therefore unworthy of serious appraisal let alone praise Entertainment Values challenges this assumption offering a better understanding of what entertainment is why we should take it seriously as well as helping us to appreciate the significant and complex impact it has on our culture Public Relations Chiara Valentini, 2021-02-08 What is public relations What do public relations professionals do And what are the theoretical underpinnings that drive the discipline This handbook provides an up to date overview of one of the most contested communication professions The volume is structured to take readers on a journey to explore both the profession and the discipline of public relations It introduces key concepts models and theories as well as new theorizing efforts undertaken in recent years Bringing together scholars from various parts of the world and from very different theoretical and disciplinary traditions this handbook presents readers with a great diversity of perspectives in the field *The Public Relations of Everything* Robert E. Brown, 2014-10-30 The public relations of everything takes the radical position that public relations is a profoundly different creature than a generation of its scholars and teachers have portrayed it Today it is clearly no longer limited if it ever has been to the management of communication in and between organizations Rather it has become an activity engaged in by everyone and for the most basic human reasons as an act of self creation self expression and self protection The book challenges both popular dismissals and ill informed repudiations of public relations as well as academic and classroom misconceptions In the age of digitization and social media everyone with a smart phone Twitter and Facebook accounts and the will and skill to use them is in the media The PR of everything the ubiquitousness of public relations takes a perspective that is less concerned with ideas of communication and information than with experience and drama a way of looking at public relations inside out upside down and from a micro rather than a macro level Based on a combination of the research of PR practice and critical thinking analysis of theory and founded in the author s extensive corporate experience this book will be invaluable reading for scholars and practitioners

alike in Public Relations Communications and Social Media Public Relations Theory II Carl H. Botan, Vincent Hazleton, 2010-08-27 This volume addresses the next generation of public relations theory reflecting the growth that has occurred in the discipline during the last several years It is appropriate for scholars students and practitioners in the field of public relations Absolute Essentials of Public Relations Danny Moss, Barbara Desanto, 2024-10-02 Absolute Essentials of Public Relations offers a valuable quick start introduction to the many facets and forms of public relations theory and practice It explores contemporary public relations through multiple lenses by focusing on what public relations essentially comprises how it has come into existence what contexts public relations works within what tools and techniques professionals can deploy and how professionals assess and justify the outcomes of their work Divided into two parts Concepts and Theories and Applications and Specialisms the book covers the fundamental theories and concepts and their application in contemporary practice which together broadly reflect the typical syllabus content for undergraduate postgraduate and post experience introductory courses in public relations The topics covered in both sections are complemented by mini cases which showcase academic and professional insights into practice Offering a concise and approachable alternative to the mainstream more heavyweight textbooks available this book provides a comprehensive introduction to public relations theory and practice **Public Relations Theory** Jae-Hwa Shin, Robert L. Heath, 2020-12-22 Winner of the 2021 National Communication Association PRIDE award in the Outstanding Textbook category Explore a wide range of theoretical frameworks and themes for public relations in this comprehensive and authoritative work Public Relations Theory Capabilities and Competencies is a comprehensive overview of the major theoretical perspectives in public relations considering the evolution diversification and merger of approaches that have been spurred by rapid changes in society cultural boundaries technology and media environments Authors Jae Hwa Shin and Robert Heath explain both organizational and social theories of public relations including cases and challenges to help students bring theory and research to bear on solving the daily challenges of public relations practice Rather than advocate in favor of a particular theoretical view or position Public Relations Theory Capabilities and Competencies covers a broad range of theoretical perspectives and themes in public relations including An examination of excellence theory contingency theory rhetorical theory and critical theory as these perspectives apply to public relations Issues management crisis management risk management and conflict management with respect to public relations Combining theory and practice for conceptualization and strategic execution of robust public relations programs and campaigns The importance of public relations ethics to serve the public good How to define the public or relationships in the field of public relations The book closes with discussion of emerging topics and the recent transformation of public relations theory to take diversity technology and global identity into account and offers insight into future direction This book is perfect for upper level undergraduate and graduate students of public relations in journalism and communication It will also be useful for public relations practitioners who hope to improve their

understanding of the theoretical background and principles of their work and serve as an excellent reference for doctoral students and researchers in the area

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